

**CITY OF SHEBOYGAN**

**REQUEST FOR ARCHITECTURAL REVIEW BOARD CONSIDERATION**

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**ITEM DESCRIPTION:** Exterior remodel of the south façade at The Sign Shop located at 1020 Michigan Avenue.

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**REPORT PREPARED BY:** Ellise Rose, Program Assistant

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**REPORT DATE:** December 28, 2023

**MEETING DATE:** January 8, 2024

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**FISCAL SUMMARY:**

Budget Line Item: N/A  
Budget Summary: N/A  
Budgeted Expenditure: N/A  
Budgeted Revenue: N/A

**STATUTORY REFERENCE:**

Wisconsin Statutes:  
Municipal Code: N/A

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**BACKGROUND / ANALYSIS:**

Sam Clark is proposing exterior renovations to the south side of The Sign Shop located at 1020 Michigan Avenue. The applicant states the following:

- We will be removing the glass wall and ceiling system as it is failing and over 30 years old. We will replace the glass with a new storefront system to match other aluminum frame systems on the building.
- We will also install a standing seam metal roof over these two spaces and along the entry door to protect against water for people entering the building.
- There will be fiber cement on the returns towards the door that will ultimately be covered with advertising graphics for The Sign Shop.
- The existing materials are aluminum storefront, brick, concrete masonry, and metal flashing.
- The proposed materials are aluminum storefront, glazing, spandrel glazing, and standing seam metal roof.

**STAFF COMMENTS:**

The Board may want to have the applicant address the following:

- What is the plan for the “advertising graphics” on the fiber cement returns? No signage has been proposed.

- There is currently a sign for The Sign Shop above the door. Will this sign remain under the new roof?
- The rendering shows the middle upstairs window to change from the existing stone to white. What is happening here?

**ACTION REQUESTED:**

Motion to approve with possible amendments as determined by the Board.

**ATTACHMENTS:**

Architectural Review Board Application and required attachments.